



THERE ARE A NUMBER OF COMPONENTS THAT MAKE THIS JOB SO APPEALING TO ME. THE INDEPENDENCE, THE TRAVEL, THE CORPORATE CULTURE, AND THE OPPORTUNITIES WE HAVE AHEAD OF US HERE ARE REALLY EMPOWERING.

Jens-Uwe Bornemann  
#digitalvisionary #creativity

## How to apply

Recruitment decisions for the Bertelsmann Entrepreneurs Program are made at the beginning of each year. Please apply between August and November.  
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Learn more about Bertelsmann and the Entrepreneurs Program at  
[www.createyourowncareer.com](http://www.createyourowncareer.com)

**BERTELSMANN**

**Bertelsmann Entrepreneurs Program**

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# DIGITAL VISIONARY

CREATE  
YOUR  
OWN  
CAREER

Every year, a handful of emerging managerial talents with entrepreneurial spirit are selected to take part in our **ENTREPRENEURS PROGRAM**, operated under the auspices of the Bertelsmann Board.

During the 18-month Bertelsmann Entrepreneurs Program, participants will be involved in implementing a number of entrepreneurial projects throughout different Bertelsmann divisions worldwide. The aim is to prepare participants to assume responsibility within Bertelsmann within a very short period of time.

## Introducing ourselves

Bertelsmann is a media, services and education company that operates in about 50 countries around the world. It includes the broadcaster RTL Group, the trade book publisher Penguin Random House, the magazine publisher Gruner + Jahr, the music company BMG, the service provider Arvato, the Bertelsmann Printing Group, the Bertelsmann Education Group, and Bertelsmann Investments, an international network of funds. The company has 117,000 employees and generated revenues of €17.1 billion in the 2015 financial year. Bertelsmann stands for creativity and entrepreneurship. This combination promotes first-class media content and innovative service solutions that inspire customers around the world.

## The program

- \_ Rotational program with tailored operative and strategic projects lasting up to 18 months.
- \_ Between three to five participants per year from top business schools worldwide.
- \_ Mentoring and performance evaluation by Corporate Management Development, as well as divisional mentors and members of the Bertelsmann Executive Board.
- \_ Professional development opportunities with the Bertelsmann University and international top business schools.
- \_ A business talent pool ensuring that in-house succession passes to top-grade executives.



BEING AN  
ENTREPRENEUR  
IS NOT AN  
OCCUPATION,  
IT IS AN ATTITUDE.

**Joellen Perry**  
Bertelsmann Entrepreneurs Program Alumna  
#voice\_of\_content #digital

## The participants

- \_ Take on a leading management function within a short period of time.
- \_ Identify business opportunities, leverage creativity and entrepreneurial freedom.
- \_ Develop concepts, implement projects and work in cross-functional teams.
- \_ Show self-direction in their work.
- \_ Demonstrate the ability to work in international settings.
- \_ Prepare for a leading role within one of the Bertelsmann divisions.

## Job requirements

- \_ Proven entrepreneurial experience displayed in a business initiative or large project
- \_ Demonstrated affinity for media
- \_ MBA or equivalent graduate degree and 3 to 5 years of relevant work experience
- \_ Leadership skills
- \_ Strong analytical and problem-solving skills
- \_ Ability to communicate with top management, peers and/or customers
- \_ Proven ability to manage complex projects
- \_ Willingness to take responsibility
- \_ Geographic flexibility: travel is required, as projects are located throughout the world for the whole duration of the program.